

Fig. 1

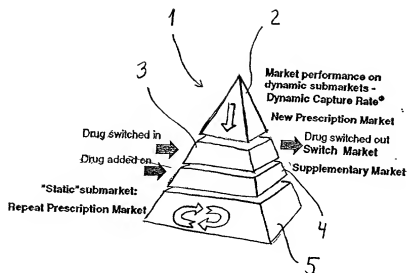
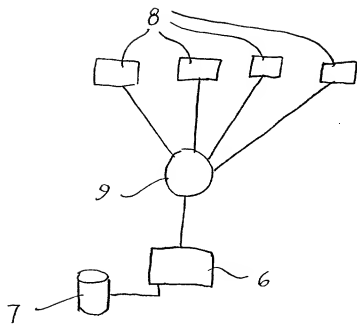
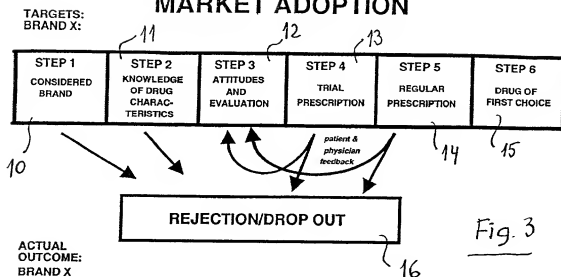


Fig. 2



# MARKET ADOPTION



## ADOPTION OF A PLURALITY OF BRANDS ON A SPECIFIC MARKET

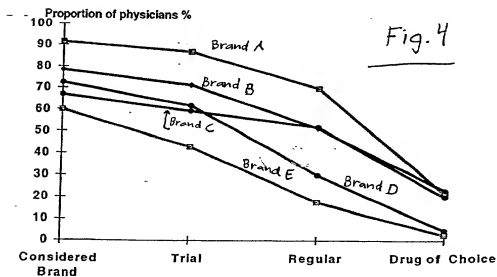
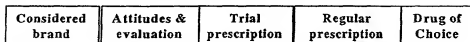


Fig. 5



## Radars Dynamics<sup>®</sup> - The Approach

### Marketing Input - Radar Detailing Rate <sup>TM</sup>



### Market adoption - Radar Adoption Rate <sup>TM</sup>

### Market performance - Dynamic Capture Rate <sup>®</sup>

Rationales for brand choice

Impact of detailing - Radar Marketing Productivity <sup>TM</sup>

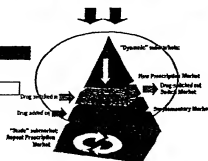


Fig. 6

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17 18 19 20 21 22 23

$$\square \times \square \times \square \times \square \times \square \times \square = \square$$

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$$\square \times \square \times \square \times \square \times \square \times \square = \square$$

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